

WORKLOAD INFORMATION**18. WORKLOAD ESTIMATES**

Workloads	Frequency	Qty
Design , log, track, and distribute graphic works - posters, flyers, brochures, table tents, calendars, Keesler News supplement and monthly magazine etc. for all customers. Illustrators log	Annually	300 Graphic Jobs
Produce advertising print copy in the marketing office on marketing equipment. Illustrators log.	Annually	38,892 Products
Final prep to make all outsourced advertising camera ready for print, examples are 2 Banners / 3 Services folders / 12 editions of 20 page Services magazine, 4 page monthly insert for the Keesler news, and 2 self-inking stamps, etc...	Annually	32 Jobs
Reproduction of all outsourced advertising material such as 2 Banners / 3,000 folders / and 8,000 copies of 20 page magazine, etc	Annually	Over 1.9 million Copied pages
Take, track, organize, and file photographs for Services facilities and events for documentation and historical purposes only. From July 02 to Mar 03 Marketing provided photo support for 23 activity events.(23/9 months=ave 2.55 per month x 12 = Tech estimate of 31.	Annually	31 Events
Schedule marquees for Services program and information. Marquees schedule	Annually	157 Requests
Design and administer surveys that provide forecasting information for facilities and events for Services managers and leadership. Keesler currently has 16 surveys scheduled for 2003. The results can create a requirement for follow-up surveys.	Annually	16 Surveys
Facilitate focus groups and analyze information gathered for facilities to modify programs and events.	Annually	2 Focus Groups
Marketing Director meets with each facility manager as required to update, review and provide input to marketing plans and check marketing efforts for all Services facilities. The plans are maintained within each facility.	Annually	18 Plans
Non Prior Service Student briefing:	Annually	49 Briefing
Permanent Party, base newcomers orientation	Annually	38 Briefing
Spouses: 1 hour allotted to brief 4 times a year	Annually	4 Briefing
First Term Airman's Tour and Right Decision Seminars.	Annually	25 Tours 11 Seminars
Other Briefings As Requested: Examples are: National Guard, CC calls, parents groups, Creative Critters, Group, Navy & Marine personnel, etc	Annually	6 Briefings
Special Event Promotion Plans and Implementation	Annually	26 AETC plan 12 Keesler plans
Base Newspaper Submissions (Publicist maintains file)	Annually	420 Submissions

KEESLER BASE OPERATING SUPPORT
MARKETING AND PUBLICITY

Workloads	Frequency	Qty
Base Cable TV (Publicist maintains file)	Annually	147 Submissions
Wing Bulletin (Publicist maintains file)	Annually	148 Submissions
Retiree's Newsletter (Publicist maintains file)	Annually	9 Submissions
Officer Spouses Club News Letter (Publicist maintains file)	Annually	70 Submissions
Keesler bulletin board: (format different than Wing Bulletin). (Publicist maintains file)	Annually	129 Submissions
Page Master for the Services website: To include Incorporating the happening magazine information into all 115 pages of the web page prior to the magazines publication.	Annually	12 Updates
Provide tailored printed products for customers (club newsletters, ad packages, commander's information packets, and Inspection Team folders with printed program and facility advertising materials as requested.	Annually	10 Projects
Provide and maintain lending library (camera, Santa suit, easels, frames, decorations etc...) to Services facilities and programs in support of Services promotion and advertising.	Annually	63 requests
Inventory, maintain, and track all marketing property equipment (NAF & APF). Files maintained in the publicist's office.	Annually	1 inventory
Maintain all marketing reports (after action, utilization, program, and personnel). Maintained in books located in the Marketing office.	Annual	9 reports
The marketing director as well as other employees must give guidance to all customers on effective promotion strategy, Ari Force PRISM, AF customer feedback survey's cross marketing, graphic design, cost of goods, etc.	Annually	48 Requests
The marketing director provides marketing regulations, policy guidance and interpretation for the base personnel and Services. Maintained in books located in the Marketing office.	Annually	50 Requests
The annual marketing budget is prepared and submitted to finance for approval. This budget is reviewed on a monthly basis.	Annually	12 Reviews
All budget capital requirements must be identified, researched, and submitted for approval by the NAF council	Annually	1 Capital Budget
A program and event master calendar is developed for facilities, senior management and commander's information. Produced in Jan, reviewed monthly and updated each quarter. -	Annually	12 4 Updates
Maintain the Services Division History Scrapbook	Annually	50 Weekly updates
Attend Quarterly NAF Council Meetings	Annually	4 meetings
Mail out It's Happening Magazine to on-base organizations. List in Publicist's Office. 22 packages are mailed out on the first of every month.	Annually	12 mail outs

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